



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2012

TOURISM

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 7 pages and an Insert of 7 (i – vii) pages:
 - Three Addendums
 - Marking Rubrics for Questions 4 and 7

Detach the Insert from the middle of the question paper. Please check that your question paper is complete.

2. There is a total of 7 questions to be answered.
 3. Read the questions carefully.
 4. Answer ALL the questions.
 5. Number your answers exactly as the questions are numbered.
 6. It is in your own interest to write neatly and legibly.
 7. Pay special attention to spelling and sentence construction.
 8. Candidates must have a calculator to compute the forex calculations.
 9. Candidates must use colour pens/felt-tipped pens to complete the concept map.
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QUESTION 1

In 1994 at the dawn of a democratic era in South Africa, the hopeful story of liberty was written. There was a vision both of nationhood for all and of substantial improvement in the quality of life for the victims of apartheid. Even those who had been part of the previous oppressive minority were buoyed by a sense of new-found pride in a nation that could hold its head high in the global community.

[<<http://www.dinokengscenarios.co.za/>>]

- 1.1 **Compare** the tourism industry in South Africa pre and post 1994, by referring to the above text. (12)
 - 1.2 **Describe** the role of the government in the tourism industry post 1994 to rectify past imbalances. (5)
 - 1.3 **Define** SATourism and **explain** its role in South Africa. (4)
 - 1.4 SATourism focuses its marketing messages differently for different countries. **Give** two examples to support this statement. (4)
- [25]**

QUESTION 2

Refer to Addendum B: *Welcome to the 'Place of rivers' – a growing tourism destination.*

- 2.1 Dinokeng is clearly a tourism destination celebrating the diversity found in South Africa.

Write a paragraph to explain how **this** diversity and heritage can be used to market and promote inbound and domestic tourism. (10)
- 2.2 **Name** three unique selling points of Dinokeng. (3)
- 2.3 Mr Smith, a businessman from Vancouver, is attending a conference in Pretoria, Gauteng and he is very excited to visit the Dinokeng Game Reserve before he has to return home.
 - 2.3.1 **Advise** this business tourist about:
 - safe and responsible behaviour when interacting with the local community; (3)
 - safe and responsible behaviour when visiting areas of high risk. (3)
 - 2.3.2 Will malaria and bilharzia be a threat to the health of the tourist? **Substantiate your answer.** (4)

2.4 **Refer to Addendum A: World Time Zone Map** and answer the following:

2.4.1 Mr Smith wants to phone his wife. He also wants to talk to his son. He must phone them at 20:30 on 16 June. **Give** the corresponding time and date in South Africa. **Show** all calculations. (Note: DST is implemented in Vancouver.) (5)

2.4.2 Is there a possibility that Mr Smith or some of his fellow passengers will suffer from jet lag? Provide a reason for your answer. (2)

2.4.3 **Define** time zones and **explain** their importance. (5)

2.5 There are different global strategies in place to protect the environment.

2.5.1 **Name two** global strategies that can possibly protect the Dinokeng Game Reserve. (2)

2.5.2 **Give** two main objectives/goals of each of the two strategies mentioned in Question 2.5.1. (4)

2.6 A very ambitious, diligent young person works at the Dinokeng Game Reserve as a tour guide.

2.6.1 **Predict** a likely career path for this employee. (5)

2.6.2 **List** three characteristics that you would regard as essential for a tour guide. (3)

2.6.3 **In bullet format**, write a code of conduct for the tour guides and game rangers at the reserve. (6)

2.7 **Study the exchange rate table below** and answer the questions which follow.

The table shows the exchange rate on 7 February 2012:

Country/Continent	Currency	ZAR Rate
USA	American Dollar	7,5917
Europe	Euro	9,9173
England	British Pound	11,9723
China	Yuan	0,9788
Canada	Canadian Dollar	7,6129
Botswana	Botswana Pula	0,9507
Egypt	Egyptian Pound	0,7946

2.7.1 **Identify** the currency which is the *most* favourable for a tourist from South Africa. **Explain why.** (2)

2.7.2 **Identify** the currency which is the *least* favourable for a tourist from South Africa. **Explain why.** (2)

2.7.3 Mr Smith from Vancouver has 23 000 ZAR to spend while in South Africa. **Convert** this amount to the currency of his own country. (3)

2.7.4 Mr Smith decides to visit an old school friend after the conference. His friend stays in Gaborone. He has 12 500 Pula left after his visit to Gaborone. He wants to convert it to ZAR. **Calculate** how much ZAR he will have. (3)

2.7.5 Mr Smith has 3 895 ZAR left when he returns home.

The exchange rate has changed to 7,4389.

Explain how the new exchange rate will influence his finances once he is back. Support your answer **by showing your calculations**. (3)
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QUESTION 3

Match the terminology in COLUMN A with the definitions in COLUMN B.

Do not copy out the table. **Write only** the number and letter, e.g. 3.1 G (example only).

	COLUMN A		COLUMN B
3.1	Intranet	A	A worldwide interactive network providing booking systems to sell airline seats, car hire and accommodation in different countries and connects to various CRSs
3.2	Central Reservation System	B	Interactive networked computer databases providing information via the World Wide Web
3.3	Internet	C	Interactive collections of data, files and records stored on a computer system
3.4	Global Distribution System	D	Interactive network providing electronic information for sharing among all those who work in an organisation
3.5	Email	E	An interactive information and booking system used by travel agents and tour operators around the world and each supplier has its own online booking engine
		F	An interactive information networking system providing for the sending of text, diagrams, video clips and sound clips

[5]

QUESTION 4

The London 2012 Olympic and Paralympic Games will mark the third time London has hosted the modern Olympics. The Olympic Games were hosted by London in 1908 and 1948. It will be a very exciting time for London and for visitors to the city.

The Olympic Games will take place from 27 July to 12 August 2012, followed by the Paralympics from 29 August to 9 September. It is expected that 205 nations will partake in 300 events and 147 nations will take part in the Paralympic Games.

[<www.visitlondon.com/london2012>]

- 4.1 **Evaluate** the impact that the above event might have on tourism trends and the economy of England. (10)
- 4.2 **Name** 3 specific examples *since January 2011* of political situations and other current affairs which had an impact on tourism trends globally. (3)
- 4.3 **Explain** what DST is, **saying why** it is implemented. (4)
- 4.4 Will DST apply in London during the period of the Olympic Games? (1)
- 4.5 **Explain** how DST will impact the travel arrangements of tourists from Australia. (2)
- 4.6 The foreign and inbound tourists visiting London during this time will all have different expectations and cultural and other needs. Businesses in the tourism industry in London will have to adapt their own behaviour to meet these needs.
- 4.6.1 **List four examples** of different expectations, cultural and other needs that these tourists might have. (4)
- 4.6.2 **Describe** ways in which businesses in the tourism industry should adapt their own behaviour to meet these needs. (3)

[27]

QUESTION 5

Refer to Addendum B: *Welcome to the 'Place of rivers' – a growing tourism destination.*

Draw a concept map in which you indicate the **three** factors which impact on sustainable and responsible development.

Identify specific examples from the passage that relate to each of the three factors.

Show the interrelationships among them, by **making links** and explaining how these links work.

Colour-code your concept map.

Provide a **key**.

Refer to the Marking Rubric in the Insert when you plan this answer.

[20]

QUESTION 6

Refer to Addendum C: *On the Wings of Hope.*

6.1 **Explain how** the /A!kunta project is a unique tourism venture, by giving one example from the passage.

If you believe it is NOT a unique tourism venture, **explain why** you believe this. (3)

6.2 If you were to do a SWOT analysis of the /A!kunta Project, **list** what would you regard as the **strengths** and **opportunities** of this project. (10)

6.3 **Indicate** how Paul can utilise available technology to promote the above project. **Name** the technological devices and **state** how they can be used. (10)

6.4 **Identify** the target market for the products on offer. (2)
[25]

QUESTION 7

Repeat customers cost less than new ones. Studies show that it is less expensive to bring existing customers back than to attract new ones. It makes sense, considering the expense of advertising, marketing, media and other tools necessary to lure new customers. Also, getting a new customer's attention can often be a matter of timing.

"Prospects will only listen to your pitch when they're ready to buy or make a change," says Ed Brennan, chief creative officer of Harrison Leifer DiMarco, a marketing and public relations firm. "That means you have to constantly be in the hunt to find those few that are ready to make a switch."

[Jeff Wuorio: *How to get repeat customers: 7 steps*]

Write an essay in which you support the above statement, using the following as subheadings:

- Impact of service delivery on the profitability of a tourism business
- Strategies to achieve and maintain quality service in a tourism business
- Teamwork in a tourism business
- Customer feedback for business success in tourism
- Methods to measure customer satisfaction in a tourism business
- Impact of improved tourism business success on economic growth
- Impact of improved tourism business success on community development
- **My personal involvement** in the tourism industry linked with the above:
 - How **I** contributed towards achieving service excellence (give actual examples)
 - The effectiveness of **my own** participation in the workplace team (give actual examples)
 - Recommendations for improvement in **my own** performance in the tourism industry

Give your essay a **suitable title**.

You need not refer to the sub-headings in this specific order.

Refer to the Marking Rubric in the Insert when you plan this answer.

[30]

Total: 200 marks